

## **Abstract**

*The research deploys the extent of Religious Influence Program "Kata Ustadz Solmed" on SCTV Towards the Audience's Worship Behavior who attend for watching the program "Kata Ustadz Solmed" at Studio 10 SCTV Period of March 2013. Methods of research that has been done with this type of research is quantitative explanatory, and the survey method with a questionnaire instrument. Analyses were performed with the application of Social Cognitive theory, which is based on this theory says that learning will occur if one looks at a model in this study is an Ustadz Solmed. The main concepts of social cognitive theory is the process of learning by observing (observational learning) and some other concepts are response facilitation effect, disinhibition effect, inhibition effects, and self-efficacy. The results of this study shows that the value of coefficient of determination  $R^2$  (R Square) is equal to 26.7%, which means there are significant variables Religious Program "Kata Ustadz Solmed" on SCTV (X) to the variable Audience's Worship Behavior (Y), but the influence is not too large. (TS)*

**Keywords :** Religious Program, Audience's Worship Behavior, Cognitive Social.

## **Abstrak**

*Penelitian menjelaskan sejauh mana Pengaruh Program Religi "Kata Ustadz Solmed" di SCTV terhadap Perilaku Beribadah Penonton yang hadir secara langsung menyaksikan program "Kata Ustadz Solmed" di Studio 10 SCTV Periode Maret 2013. Metode penelitian yang telah dilakukan adalah kuantitatif dengan jenis penelitian eksplanatif, dan menggunakan metode survey berupa instrumen kuesioner. Analisis dilakukan dengan penerapan teori Kognitif Sosial, di mana berdasarkan teori ini dikatakan bahwa proses belajar akan terjadi jika seseorang mengamati seorang model yang dalam penelitian ini adalah seorang Ustadz Solmed. Konsep utama dari teori kognitif sosial adalah proses belajar dengan mengamati (observational learning) dan beberapa konsep lain yaitu response facilitation effect, disinhibition effect, inhibition effect, dan self efficacy. Hasil dari penelitian ini terlihat nilai koefisien determinasi  $R^2$  (R Square) yaitu sebesar 26,7 % yang artinya terdapat pengaruh variabel Program Religi "Kata Ustadz Solmed" di SCTV (X) terhadap variabel Perilaku Beribadah Penonton (Y) namun pengaruhnya tidak terlalu besar. (TS)*

**Kata Kunci :** Program Religi, Perilaku Beribadah Penonton, Kognitif Sosial.